

**OFFICE ON WOMEN'S HEALTH  
NATIONAL CENTERS OF EXCELLENCE IN WOMEN'S  
HEALTH**

**COMMUNITY ALLIANCES AND BOARDS**

The National Centers of Excellence in Women's Health (CoEs) were established in 1996 by the Office on Women's Health within the U.S. Department of Health and Human Services. The CoE designation was awarded competitively to leading academic health centers across the United States and Puerto Rico. These Centers have implemented a new model of women's health that unites the latest advances in women's health research, medical training, clinical care, public health education, community outreach, and the career advancement of women in the health sciences. The purpose is to establish standards of excellence for a comprehensive, multi-disciplinary, and culturally competent approach to women's health. The ultimate goal is to improve the health status of diverse women across the life span.

One of the critical goals of the CoE is the expansion of community outreach and linkages to better serve women in the community, particularly those who are underserved. A key element to this expansion involves having strong Community Alliances and Boards - partnerships that allow the health professionals and institutes to be proactive in their community. The alliance is not limited to any specific criteria, but simply consists of a CoE making a direct, genuine effort to help their neighborhood through outreach, education, leadership, etc. The Community Alliances and Boards in turn, assist the CoEs in accurately assessing the needs of their community

catchment/service areas. This brochure highlights the Community Alliances and Boards in which the 13 current CoEs are engaged.

#### ◆ **Boston University Medical Center**

The STAR Community Outreach Program for Education (SCOPE) is targeted at Caucasian, African American, Latina and Asian women in the Boston area. The objective is to educate women in the community about research and to increase participation in clinical trials. The CoE collaborates on outreach efforts with the Women's Health Network.

The BU CoE has collaborated with the Haitian Health Institute (HHI) to provide outreach to the Haitian Community. They continue to develop strategies to improve health care and education in the Haitian community. This is accomplished in part by facilitating linkages, networking, and collaboration between health, school, neighborhood, social service, religious groups, and cultural agencies. Outreach coordinators organize faith-based workshops to provide education on access to health care in the Boston area.

In collaboration with the Harvard CoE and the Boston Public Health Commission, the BU CoE is participating in a grant funded by the Centers for Disease Control and Prevention - Racial and Ethnic Approaches to Community Health (REACH Boston 2010). Through this collaboration, the CoE is working with a broad community-based coalition to identify and address causes of racial disparities in breast and cervical cancer screening outcomes, especially for women of African descent. The initiative is targeted at the general public, community agencies, religious groups and public health organizations.

The Coalition of organizations involved in this endeavor include the Boston Public Health Commission, the American Cancer Society, the Boston Chapter of the National Black Leadership Initiative on Cancer (NBLIC), the Boston Conference of Community Health Centers, the Harvard Medical School Center of Excellence in Women's Health, the Massachusetts Department of Public Health's Division of Family and Community Health, the Somali Development Center, Churches Organized to Save Tomorrow (COST), and many affiliated community health centers.

The Boston University CoE conducts outreach through the Breast and Cervical Cancer Initiative (BCCI). The BCCI provides coverage at Boston Medical Center for breast and cervical cancer screening and diagnostics to eligible clients. For the past six years, BCCI has assisted over 1,500 women. The goal of BCCI is to increase awareness of the program in hopes of lowering the rates of breast and cervical cancer in the urban Boston community. BCCI targets the underserved Haitian, Hispanic, African-American, and lesbian populations.

To meet the huge need for user-friendly educational materials to supplement the education within the clinical services, the BU CoE will continue implementing a plan for translating patient education materials for the Korean population. Plans for beginning a focus group to span ages and socioeconomic backgrounds in order to obtain culturally sensitive input from a patient population are currently in place. The final health education brochures will be distributed across the CoE and into the Korean speaking communities. The BU CoE plans to share this educational tool with other CoEs and will also place the information on the CoE website in both English and Hangeul.

The clinical site of the CoE utilizes interpreter services of the Boston Medical Center to break cultural boundaries that exist between patients and health care providers. The Interpreter Services program at Boston Medical Center is one of the most extensive in New England (17 languages/available 24-hours-a-day). In addition to breaking language barriers, interpreters serve as cultural brokers to patients and staff. Last year Boston Medical Center assisted in more than 98,000 interactions with patients and visitors. The Women's Health Group and the Breast Health Center will be working with interpreter services to improve cultural competency and coordination of care for non-English speaking patients.

Outreach will be completed through a joint Northeast Missouri Health Council CCOE and BU CoE community outreach project, "Reducing Cardiovascular Risk Through Exercise." Education for cardiovascular risk assessment and risk reduction is an ongoing target of the Women's Health Clinical Training Institute (WHCTI). The CoE conducted an undergraduate curriculum review to assess for strengths and gaps in gender-specific curriculum. We have targeted the undergraduate curriculum to increase the gender-specific information on cardiovascular disease presented to medical students and will work with the course directors to develop a new curriculum.

Outreach assistance is provided at Boston Medical Center and 15 affiliated community health centers to increase the number of low-income and minority women accessing screening services, follow-up diagnostic care and to educate women about participation in clinical trials. This is conducted by BU's outreach/case coordinators through the Women's Health Network (WHN), the Avon initiative and specifically to African American women through our REACH Boston 2010 case coordinator.

#### ◆ University of California at Los Angeles

The UCLA CoE partners with the HUD Neighborhood Networks Centers. Currently the Iris Cantor-UCLA Women's Health Education and Resource Center (WERC) provides educational materials to residents and educational materials to an on-site resource center on a quarterly basis. The Neighborhood Network Centers include the Coleman-James Learning Center, Kings Villages, and Ujima Village. The residents of these Centers are predominantly Latina (with half of the residents primarily Spanish-speaking) or African American. Educational materials are provided to 1, 200 residents and the Ujima Village resource center. Topics have included information of particular importance to the health of these populations including high blood pressure, diabetes, and breast cancer. The value of this support is approximately \$5,000 per year.

The Iris Cantor-UCLA Women's Health Education & Resource Center (WERC) provides consumer education and community outreach for the UCLA CoE. The WERC provides high quality, innovative education that is comprehensive in learning mode and scope of topic. The WERC provides information and programming that educates and empowers girls and women to reach their optimal level of health, and is utilized by UCLA patients and community members from the large and diverse Los Angeles area. The WERC also serves as a conduit between the community and other UCLA CoE women's health areas.

UCLA CoE outreach is developed and coordinated by the WERC. WERC outreach provides education to many underserved women in their communities through established partnerships with existing community entities.

The Center produces varied educational initiatives where an assessed gap exists in topic or population relevancy, particularly important for the culturally, ethnically, and racially diverse Los Angeles area. Materials and WERC programs are provided free of charge. Many WERC-established programs have been used as models for local and national organizations as well as other COEs.

The UCLA CoE Community Alliance is comprised of a variety of organizations to provide linkage and partnership with the community. Alliance meetings are held at the WERC three times per year. Partners include members of established community organizations, grass roots organizations, community clinics for the underserved, and programs/departments within UCLA that serve select women's populations.

Alliance activities have provided a two-way flow of information. Presentations by UCLA faculty on the newest information on women's health topics are presented, as well as when appropriate information on recruitment for clinical trials. The Alliance serves as a vehicle to recruit underserved women into clinical trials to increase the racial, ethnic, and socioeconomic profile of those women participating in such trials. The partners then distribute this information to their community members. Partners also express the unique concerns and needs of their populations as they relate to the particular topic presented.

Partners have assisted the WERC in marketing programs, a linkage that has proved especially valuable in targeting specialized populations, and in providing feedback critical to establishing effective interventions for select populations, including underserved women. The UCLA CoE has provided consultative services to partners in the areas of translation, educational materials, and

proposal edit and review. An important function of the Alliance is to allow partners to network and develop relationships so their organizations can share information and resources as appropriate.

Through the WERC, the UCLA CoE has established partnership with the Los Angeles Unified School District (LAUSD), the nation's second largest school district. The partnership will enable the UCLA CoE to provide educational trainings and programs for girls and teachers at targeted schools within the District. LAUSD has a very diverse student population: 71.4% Hispanic, 12.4% African American, 9.6% White, 4.0% Asian, 2.0% Filipino, 0.3% Pacific Islander, 0.3% American Indian/Alaskan Native.

The WERC produced the Cervical Cancer Screening Handbook for Vietnamese Women. This Handbook, written in Vietnamese, raises awareness of cervical cancer and promotes screening for this population. Following printing of the Handbook, distribution will target organizations that serve the Vietnamese community. Vietnamese women in California have high rates of cervical cancer. Language and cultural barriers contribute to lack of information on the purpose and procedure of cervical cancer screening. Thus, there is a significant need for education targeted to this community.

The WERC coordinated a panel of health professionals diverse in discipline and ethnicity to present the workshop, "Follow Your Heart: Non Traditional Health Career Paths" for Senator Martha Escutia's First Annual Young Women's Empowerment Conference. This conference was mainly attended by Latina teens from underserved communities.

Through the WERC, the UCLA CoE is a community partner for the Los Angeles County Office of Women's Health Cervical

Cancer Screening Initiative, a program to provide cervical cancer screening and education to underserved women in the Los Angeles area.

The WERC provided a comprehensive listing of evaluated materials as well as sample packets on each topic to a local non profit resource center which then used the information and packets as the foundation of their women's health education.

The WERC coordinated Center activities to raise awareness of Denim Day, an event promoted by the Los Angeles Commission on Assaults Against Women to end the cycle of violence against women.

The UCLA CoE website, <http://womenshealth.med.ucla.edu>, contains information for patients and consumers, community health professionals, and academicians. Several aspects of this site are aimed at providing information to underserved populations directly or to the health professionals that serve them, including

Patients and Consumers: links to sites with Spanish-language information.

Community: contact information for domestic violence shelters.

Health Professionals: information on a free online patient assistance program for eligible low-income individuals; link to the *Ethnic Medical Guide* that contains information on cultural and medical issues pertinent to the health of recent immigrants; and information on domestic violence including reporting guidelines and shelter contact information.

The WERC publishes the UCLA National Center of Excellence in Women's Health Newsletter, *Women's Rx* that combines articles on

women's health topics, seasonal tips, and prevention as well as a focus on research and community partners. The WERC continues sponsorship of customized software-including update and expansion of the program- to provide dietary and recipe information for women with a wide variety of illnesses and issues, including cancer, osteoporosis, asthma, migraine headaches and irritable bowel syndrome.

Representing the CoE, the WERC has provided health information at a variety of health fairs and conferences, including the Governor's Conference (attended by 10,000 women), Los Angeles County Multi-Cultural Women's Health and Wellness Day, and Congresswoman Jane Harmon's Town Meeting on Senior Issues. CoE faculty have also made presentations to lay audiences in other venues.

#### ◆ University of California at San Francisco

The UCSF Women's Health Resource Center serves as a central point of access to information and resources for patients of UCSF Women's Health and members of the community. The Resource Center serves as a bridge between the clinical practices and the community when planning and developing new programs and is a member of the Mount Zion Campus Information Alliance. The Center's primary goals are to increase women's access to information about all aspects of their health, provide a wide variety of excellent quality educational materials for women and their families, encourage and create participatory, women-sensitive health education programming and offer women a centralized resource for community and provider referrals specific to their needs.

A quarterly newsletter, *Women's Health Matters*, is produced and

disseminated to all patients of UCSF Women's Health, partner community agencies, individual women interested in being on the mailing list, and other clinical programs. The newsletter includes articles on women's health care topics, updates regarding new providers and services, and information on upcoming events. Recent newsletter topics include: Understanding Fertility, Young Women's Health, Finding Health Information on the Internet, and A Brief History of the Women's Health Movement.

The CoE sponsors a patient education class, "Empower Yourself: An Interactive Class on Effective Strategies for Balanced Nutrition, Healthy Exercise, and Peace of Mind," which was built around the theoretical concept that the most appropriate and effective approach to such a complicated topic as eating and body image in women is with a multidisciplinary team of teachers: a nutritionist, an exercise trainer and a psychiatrist. Topics covered in class include: Two Days in the Life of a Woman, Nutrition and Health, Healthy Exercise, Eating Behavior and Eating Disorders, and Empowering Yourself with Resources.

In honor of National Infertility Awareness Week (Oct 7-13), the UCSF Fertility Group and the UCSF Women's Health Resource Center co-sponsor a free educational program entitled "Taking Charge of Your Fertility: Learn the Basic Facts." Speakers from the UCSF Fertility Group discuss what women and men should know about fertility, questions to ask your doctor, how to cope with the stress of reproduction, and the various technologies available to help infertile couples.

The UCSF National Center for Excellence in Women's Health and State Senator Jackie Speier co-sponsor an annual *Young Women's Health Conference* in cooperation with the San Francisco Unified

School District. The conference explores issues including self-esteem, leadership, reproductive rights, herbal medicine and healthy dating relationships and is open to all San Francisco high school-aged girls. The conference features inspirational keynote speakers, interactive workshops, and a comprehensive exhibit hall for over 1,300 participants from San Francisco and San Mateo County. The event provides a forum for young women to gain valuable knowledge; develop pertinent life skills; and connect with other youth, adults, and organizations from the community.

The 3<sup>rd</sup> Annual Young Women's Health Conference, scheduled for February 26, 2003, is currently in the planning stage under the guise of the youth steering committee. This group of high school girls, representative of 15 different schools across the city, works closely with staff from both State Senator Speier's Office and the CoE.

*Project Jump* began as a result of the Young Women's Health Conference. Project Jump goals are to encourage life long physical activity habits starting with young girls; increase exercise to delay the onset of puberty; validate the relationship between physical activity and the age at puberty; and explore cultural barriers to exercise and activity.

With the support of the Obstetrics and Gynecology Research and Education Foundation, the CoE co-sponsors an annual conference, *Women's Health 2020*. Attracting over 600 women from the Bay Area, this conference aims to inspire women to take charge of their health. The day is filled with various workshops, interactive self-care sessions, and entertainment. The primary goals of this conference are to reach out to women in the Bay Area with cutting edge health information; to heighten the visibility of UCSF



Women's Health; and to expand the UCSF Women's Health community.

The UCSF CoE has partnered with the Johnson & Johnson Foundation to establish the *Women's Community Health Leadership Program*. The Program's goal is to assist community-based organizations to address unmet health needs among underserved women and girls in California, with a focus on access to care and prevention. Last year, the Women's Community Health Leadership Program awarded five grants to community-based organizations that proposed innovative approaches to improving access to healthcare and/or providing health prevention services to women and teen girls; worked in partnership with other organizations or institutions and directly linked their projects to existing health and social services; demonstrated a proven track record of working effectively with/in their communities; and implemented strategies that were measurable, sustainable, and showed potential to be replicated. A second year of funding will be available to these organizations to expand their projects and the populations they serve, and to continue to develop and implement innovative and sustainable strategies.

The UCSF CoE has strong ties with the National Asian Women's Health Organization (NAWHO) that empowers Asian women and girls through a framework that reflects common denominators and differences within Asian-American communities, and ensures equal and adequate access to health care and life advancement opportunities. Through its innovative programs and groundbreaking collaborations, NAWHO is committed to achieving the institutional goals of advocacy, policy, research, education and leadership.

The UCSF CoE has developed a partnership with the Asian Pacific Islander Reproductive Health Organization (APIRHO) to address issues of reproductive health among the Asian and Pacific Islander American (APIA) community. APIRHO works in collaboration with clinics, organizations and individuals to promote safe and viable options for the reproductive health and sexual well-being of APIA women and girls. They conduct outreach and education projects, promote community-based research, and conduct advocacy for low-income immigrant and refugee communities in California.

The UCSF CoE co-sponsors the National Lesbian Health Conference and serves on its planning committee. More than 70 presentations cover a range of topics including: substance abuse, HIV prevention, older women's health, health screening, cancer prevention and treatment, reproductive health, cultural diversity, dating and domestic violence, and challenges for disabled lesbians.

The CoE's Women's Health Internship Program has helped women achieve their goals, while supporting the overall mission of the CoE to serve women and girls from diverse populations and to partner with community agencies. Individuals ranging in age from 14 to 40 years old, from a wide range of ethnic backgrounds have participated in the Program. The CoE has recruited interns from high schools and universities from all over the country. The CoE also recruits San Francisco high school juniors and seniors from Enterprise for High School Students, as part of their Career Exploration Program. Since its inception in October 1996, the UCSF CoE has matched 162 interns to women's health projects and given them the opportunity to experience a broad range of options in a variety of women's health fields and to begin developing a network to potentially assist them in future career paths.

## ◆ Harvard University

For two years the Women Enjoying Longer Lives program (WELL) was a lynchpin of the community outreach efforts of the Harvard Medical School (HMS) CoE as a unique preventive public education program for socially disadvantaged women of diverse populations. The WELL program underwent a transformation contracting with the State to deliver specific training sessions in the community.

The HMS CoE participated in the Office on Women's Health's Pick Your Path to Health: Health Counts campaign. The specific activities conducted by the HMS CoE included:

- Women Prevent Diabetes Dinner – A free dinner for women who have a family history of diabetes or have a parent or sibling with diabetes. The events focused on exercise, nutrition, health recipes and how to prevent diabetes.
- Poster Contest – The HMS CoE held a poster contest at the Tobin School for students to create posters with healthy messages for women in her family or community. The posters were then transformed into postcards and are used as appointment reminders and to send health messages by providers.
- South Street Honsina Development peer leaders in collaboration with the CoE held a community outreach event about violence against women. During this treki dinner, presentations were made on domestic violence, teen dating violence and self-defense. The peer leaders took the lead in planning and reaching out to their community to encourage attendance.

HMS CoE committee members routinely serve as presenters in outreach programs to the community. A few of the many seminars include:

- Women's Health Connections – a seminar in the Healthy Directions Series for patients through the Beth Israel Deaconess Medical Center – was presented on October 30, 2000 HMS CoE staff discussed the latest information and research on the connections between osteoporosis, menopause, exercise and nutrition and how physical activity and nutrition can make a difference in a woman's life.
- Spring Women's Health Symposium. This was sponsored by the Massachusetts General Hospital (MGH) Women's Health Committee and the MGH Vincent Obstetrics and Gynecology Service. More than 100 women gathered to find answers to the various effects of menopause.
- MGH Women's Health Conference – A member of the HMS CoE Research Committee gave a lecture entitled "Celebrating Women: Living a Vibrant, Healthy Life!" that discussed the benefits of a smoke-free life.
- CoE staff hosted a 13-week radio talk show series on midlife women's health for Renaissance Radio.

The HMS CoE is a founding member of the REACH Boston 2010 Breast and Cervical Cancer Coalition. The goal of REACH 2010 is to eliminate racial and ethnic disparities in breast and cervical cancer by creating, with the community, a culturally competent system which promotes screening, education, prevention, treatment, and access to care for black women and women of African descent from Boston. During Phase 1 of REACH 2010, BWH and the HMS CoE were responsible for



carrying out a needs assessment to identify how black women view breast and cervical cancer risk, screening procedures, and the accessibility of institutions to provide culturally appropriate access to screening and treatment.

In Phase II of the REACH initiative, the HMS Center of Excellence, in collaboration with the BU CoE, developed a curriculum on eliminating disparities in women for primary care providers using feedback from the Women's Health Ambassadors who are members of the REACH coalition as part of the 2-day training. The Women's Health Ambassadors also participated in the training.

All health education materials developed by the HMS Center of Excellence are developed in collaboration with women from the community. The Minority Women's Health Diaries were developed in consultation with women from the WELL program, members from the Multicultural Coalition on Aging, teen peer leaders, and other women recruited for focus groups. The health education materials being developed for the web site have also been created with advice and feedback from women from diverse backgrounds.

#### ◆ University of Illinois at Chicago

The CoE Directors provided an orientation regarding the CoE, its purpose, and organization at the initial meeting of the Women's Health Advisory Committee (comprised of individuals representing the city, state, county and regional government, corporations, foundations, media and community-based organizations). Two working sessions included discussions about: 1) How to create and offer women friendly clinical services and environment; and 2) How to design effective community-based

educational programs in women's health.

The CoE research maintains a Speakers Bureau which includes approximately 34 women's health researchers who can speak on 30 topics (e.g., menopause, aging, STDs, breast and cervical cancer, HIV/AIDS). The CoE website describes the Speakers Bureau and offers consumers groups access to the speakers who have been provided to the American Heart Association (for a panel on involving minority women in clinical trials), and to the Cook County Commission on Women's Health (three sessions of a continuing free lunch seminar on women's health open to women working in Chicago's downtown business district). Co-sponsors for the lunch seminar included the Office on Women's Health (Illinois Department of Public Health), the Chicago Department of Public Health and the US DHHS, Region V.

Since the CoE was established, free classes on various aspects of women's health have been offered both on campus and in the community. Topics have included osteoporosis identification and prevention, menopause, hormone replacement therapy, aging gracefully, obesity and nutrition, pregnancy preparation, pregnancy over 40, and stress management. The osteoporosis class is followed by a half day of bone density screening appointments at the work place, free of charge to participants. The CoE also offers a mother-preteen brunch each year at the Mile Square Health Center, a federally qualified health center associated with the University of Illinois Medical Center. Additionally, the Center for Women's Health staff has presented at a variety of work places, from factories to federal agencies.

The CoE published two women's health education newspaper inserts for distribution in the African American and Latina

communities. The inserts were bilingual in English and Spanish. The publications contained information on osteoporosis and its prevention, domestic violence, family planning, breast cancer, and cardiovascular disease. The first newspaper was distributed through various community organizations, including beauty salons; the second was distributed as an insert in *La Raza*, a Spanish-language newspaper.

The CoE's educational activities extend beyond the immediate community served by the clinical site to the state and region. Co-sponsored conferences and workshops include:

*Taking Steps and Making Choices: A Look at Research on Women's Health after 50* (2001). Co-sponsored with the National Center on Women and Aging, the Wallerstein Family Foundation for Geriatric Life Improvement, the Retirement Research Foundation, Chicago Foundation for Women, and Pfizer Women's Health, this conference provided women with an opportunity to address health concerns, experiences and the special challenges confronted at midlife and beyond.

*Shaping the Future of Women's Health*, organized by the Illinois Department of Public Health, Office of Women's Health, was a two-day conference covering a broad range of topics including the latest findings in hormone replacement therapy, anxiety and depression, cardiovascular disease, rheumatoid arthritis and lupus disease, and mind/body health.

*The Healthy Woman*, a monthly educational health series begun in 1998 is conducted in conjunction with the OWH and Illinois and Cook County offices and provides information on a variety of topics to women who work in

downtown Chicago. The most recent presentation, July 2002, focused on smoking and women's health.

The CoE has created a health education outreach program among beauty salons in the Austin neighborhood on Chicago's far west side who have agreed to have training in topics of women's health and to make health information available in their shops. Each month, this Spirit of Women project distributes 1,000 copies of Prevention magazine to clinics and hospitals around Chicago. There is a possibility of distributing as many as 5,000 copies once appropriate community locations and activities are identified. Eventually half the issues will be in Spanish.

The CoE has convened several health fairs for underserved populations at local religious organizations including: St. Paul Church of God, Living Word Christian Center, and Waymon A.M.E. Church.

The former UIC CoE Director and current Research Director are founding members of the Chicago Mid-West Lesbian Health Research Consortium. The consortium is composed of academic researchers and representatives from community organizations. The consortium is working to develop mechanisms to provide a repository for lesbian health databases. The group will also explore potential funding possibilities to support merging data from multiple sources. It is expected that these efforts will assist to ameliorate the problems researchers encounter in recruiting adequate numbers of women in some racial/ethnic groups.

#### ◆ Indiana University School of Medicine

The CoE and the American Cancer Society, Indianapolis Chapter, promote smoking cessation awareness and education. The

promotion takes place each year throughout the month of November, with special emphasis on the day of the smoke-out (November 16).

The CoE joined with a pharmaceutical company in sponsoring an osteoporosis “Train the Trainer” breakfast program for health care providers. The event was attended by participants from the CoE, IUMG, Wishard, the Office of Women's Health/Indiana State Department of Health, and other agencies around the state.

The CoE hired a bilingual health outreach coordinator, charged with coordinating breast health awareness and education in the ever-growing Indianapolis Hispanic community. This individual works closely with the Little Red Door Cancer Agency, the Indiana University Cancer Center, and many area Hispanic churches and community groups.

The CoE works with St. Margaret's Center Mobile Van partners in a breast screening program for Hispanic women, in conjunction with Kroger stores, the Little Red Door Cancer Agency, and former Indianapolis Public School Superintendent, Esperanza Zendejas.

The CoE works with Girls, Inc., of Indianapolis in their outreach efforts to teach school-age girls and early teens about science. The CoE and IU's women faculty provide mentors and speakers for this group and open their labs, clinics, and offices to them. The Women's Special Interest Group is a group of female medical students who actively engage in teaching girls and adolescents in the community about women's health, especially as it relates to them. The CoE is recruiting female faculty members to help the students in this effort by serving as mentors for them as they go

out and teach and serve as role models for young women.

The CoE's Community Advisory Board meets twice a year with the CoE members to brainstorm about community outreach programs.

The CoE partners with several area groups to educate students and adults about domestic violence. The CoE provides speakers and is participating in development of a curriculum for middle schools.

#### ◆ MCP Hahnemann University

On November 11, 2000, a half-day “Advances in Women's Health” program was held at the Twelve Caesars Hotel. Over eighty participants from the region heard presentations from physicians at the CoE on “Laugh for the Health of It”; “The Evolution of Women's Health in the Past Century”; A Team Approach to Childbirth Options in the New Millennium”; “Weight and Waistlines – What Works”; and “Today's Good News About Breast Cancer”. Support from the University and Tenet Healthcare was augmented with approximately \$5000 in funding from a pharmaceutical company and Rochester Medical and Microvasive Urology/Boston Scientific. A local chapter of Soroptimists International volunteered the provision of day care. The program also included physicians from the CoE's Centers for Women's Health.

The Center for Women's Health participates annually in a “Celebrate Health Fair.” This event includes education and screenings conducted by University faculty and students, free refreshments, music and appearances by the Mayor, Health Commissioner, and Health & Fitness Czar for the City. Health information is provided to approximately one thousand people who attend the fair.

The CoE facilitates distribution of educational materials. For example, health information and displays from the Centers for Women's Health and the Obstetrics Department were provided for a Drexel University Sexual Responsibility Week Fair. Additionally, 2002 Women's Health Fair exhibits included a cooperative display with the Franklin Institute, related to their "Changing Face of Women's Health" exhibit and the CoE's collaborative programming around the Real Women portion of the exhibit.

MCP Hahnemann, Tenet Healthcare, Inc. and the CoE/IWH are committed to serving disadvantaged women. To that end, Community Relations participates in many activities designed to respond to community needs including:

- Meeting with the Consortium for Latino Health, Health Promotion Council, the City of Philadelphia's "Fun, Fit and Free" Health & Fitness Program, Philadelphia Health Education Network of Neighborhood Development (PHENND), Black Clergy of Philadelphia, Chinese Christian Church and Center, Chinese Gospel Church, and the Soroptimists. The partnerships being developed with these external groups are all focused around the provision of services or development of programs targeted to underserved African American, Latino and Asian communities.
- Meetings were planned in collaboration with the Assistant vice President for University Community Relations (the CoE's Community Outreach leader) and held in conjunction with School of Medicine and School of Public Health students regarding possible volunteer efforts with the homeless and Indian communities, respectively. This outreach will be coordinated through the University Community Relations.

CoE staff worked with the National Youth Leadership Forum on a summer 2001 program to expose high school students interested in a career in medicine to the Health Sciences University and related hospital system. Special presentations on women's health were recommended. Also, meetings were held with University administration and faculty involved with the Pathways Program, which provides a pipeline for minority youth interested in healthcare. Alternative funding sources have been sought in order to maintain this initiative, which provides laboratory and other science instruction to over 300 minority middle and high school students. Additionally, many other seminars and presentations are held to encourage the youth to pursue careers in health care.

#### ◆ Magee-Womens Hospital

Through the guidance of the CoE Outreach and Education Directors, an extensive program has been developed to provide on-site community education in the neighborhood community centers. An analysis of attendance at traditional Lamaze and parenting classes offered through the regular consumer education program showed that few African American women participated in these programs. Traditional programs often attract married couples of middle class socioeconomic income range and may not be a welcoming environment to single mothers or teen mothers. In response to this, community outreach nurses and other staff were trained in Lamaze and parenting education principles to be able to offer these classes at the neighborhood health centers. This also has improved access for women who may not be able to arrange transportation for a traditional evening class, but can now receive parenting information during their regular appointments at the neighborhood clinics.

The CoE has developed an on-going relationship with the

Pennsylvania Coalition Against Domestic Violence, The Women's Center and Shelter, Pittsburgh Action Against Rape, and the Center for Victims of Violent Crime to develop our Domestic Violence Program. A grant from the Giant Eagle Foundation will support domestic violence programs and education for five years.

The CoE has fostered the development of advocacy programs in the region by developing "grassroots" efforts to educate and inform women on critical women's health issues. An example is Magee's role in the development of Pittsburgh's Women's Health Advocacy Project.

The Speaker's Bureau was reorganized in the fall of 1999. The goal of the reorganization was to use the expertise of all the members of the Magee organization who were willing to volunteer their efforts on behalf of a Speaker's Bureau. A brochure was developed listing all of the available topics for interested organizations and community agencies.

A special needs sex education program was implemented for children with disabilities and their parents who expressed concern about appropriate education for disabled children about growing-up, socialization and sexuality. The group consisted of sexuality educators from Magee's Education Department; the Outpatient Services sexuality educator who chaired the group; representative of Project Star (Parents With Disabilities Project); pediatrician from Children Hospital of Pittsburgh's Adolescent Medicine; Pathfinder School; peer teen educator; family nurse practitioner; Planned Parenthood; ARC; Downs Syndrome Center; and interested parents. The pilot program was a great success from the viewpoint of the committee, parents and children attending.

The Bone Health Program is administered through a network of specially trained OB/GYN's and primary care physicians in their offices. The CoE provides educational materials for patients to this network of providers as well as an osteoporosis clinical pathway for physicians to follow. Included in the pathway are indications for bone density testing which patients can have performed at three Women Care Centers. The patient component includes an osteoporosis booklet which covers everything from risk factors to diagnostic methods to the latest in pharmacological intervention, a mail-in nutritional assessment and information on Magee's Osteoporosis Prevention and Exercise Class. A complete consumer training video has also been produced.

A CoE nurse educator has continued to bring Mother/Daughter and Parent/Child Growing Up Classes into low-income communities. These have traditionally been popular in the suburbs. The classes are well attended and have filled a need in the communities of Braddock, Duquesne, Wilkinsburg, Hill District, South Side, Clairton and other urban areas. The girls and their parents are encouraged to talk openly, ask questions and be aware of and comfortable with physical, psychological and social changes that they are encountering.

The CoE adolescent team is working with teens to combat teen pregnancy. All teens that are sexually active or contemplating sexual activity are counseled and taught how to resist peer pressure and protect themselves from unwanted pregnancy and sexually transmitted diseases. Additionally, walk-in pregnancy testing is offered at Oakland and all Neighborhood Centers. If the test is negative the teen will be scheduled for a complete exam appointment and counseled about birth control options and safer sex. If the test is positive, the teen is given prenatal vitamins,



counseling and an appointment for early care. Pregnant teens have special prenatal classes available to them and are encouraged to bring their partner, parents and/or friends to the classes. Instructional methods are varied to keep the teens interested and learning.

The mission of the African-American Woman Care program is to: 1) increase access to primary and preventive healthcare for individual women; 2) provide health education designed for the unique needs of African-American women; and 3) enhance community health through a public education project which will include radio and television as well as through a network of multimedia resource centers and public events. The expression of this African-American Woman Care program has been through multiple forums including African-American Woman Care News, African-American Woman Care Wellness Day, and Pittsburgh Juneteenth Celebration. The CoE collaborates with African-American Woman Care and has produced an article for publication about underserved populations of women.

The Magee CoE integrated its African-American Woman Care Program with "Pick Your Path to Health" (PYPTH) to organize the Pittsburgh PYPTH campaign in conjunction with the national efforts. Based on focus group results and discussions with community health educators and clinical staff, Magee determined that the first phase of PYPTH would be an informational campaign. Magee is promoting the program through attendance at community health fairs and conferences, articles in minority publications, post-healthcare information on the PYPTH web site and radio infomercials.

A major goal of the CoE's community involvement is to extend its

educational programs to women throughout the region by developing relationships with media and other partners to carry messages on work, family, and health issues. An example is the "Celebration of Women," an annual event, now approaching its ninth year, which attracts 500-1,000 women annually and is shaped by a steering committee of women representing a wide range of community interests. The event consists of a series of lectures on different female health topics.

The Magee CoE participates in or directly sponsors approximately 20 health fairs annually in and around the Pittsburgh community, including Magee-Womens Ovarian Cancer Survivors' support group and Pink Ribbon Saturday - a health fair to promote Breast Cancer Awareness.

#### ◆ University of Michigan

The CoE has developed a primary care program-serving women of Middle Eastern descent. The program offers basic primary care and obstetrics. Arabic speaking providers are available, as are health education materials written in Arabic. The CoE sponsored free bone density, glucose and BP screening at a mosque in the area. A CoE-supported chapter on Muslim and Arab patients that will be published soon in Cross-cultural Medicine. There is a Website for the Middle Eastern Women's Health Program at <http://www.med.umich.edu/obgyn/mideastclinic.htm> where the CoE has translated common procedure and consent forms that are linked to the Website in PDF format.

The Women's Health Program CoE Diversity Initiative conducts a series of one-day prejudice reduction workshops for community agencies in Ann Arbor who work primarily with issues related to the health of women and children. The prejudice reduction



workshop, developed by the National Coalition Building Institute, fosters understanding across various dimensions of diversity (race, ethnicity, gender, sexual orientation, physical ability, language, class, age, disability, employment status, etc.).

These one-day workshops provide a proactive approach to diversity issues and foster communication and education within and between groups. To date, over 900 community members and University of Michigan (UM) staff have participated in this innovative and important program.

In March, 2001, the University of Michigan Women's Health Program CoE, in conjunction with the Child Protection Team sponsored an abuse awareness display for interaction and education with our clinical care areas throughout the health system. The display included exhibits from the Abuse Prevention Initiative, the Program for Multicultural Health, the Employee Assistance Program, Turner Geriatric Center, and three community organizations, UM's Sexual Assault Prevention and Awareness Center (SAPAC), Domestic Violence Project/SAFEHouse, and the Sexual Assault Crisis Center. This awareness campaign targeted both UMHS employees and patients. The week ended with a day of lectures on domestic violence, vulnerable adult abuse, and cultural issues and domestic violence.

In October 2000, the CoE sponsored a panel of experts and interactive discussion of issues related to eating disorders. The panel included eating disorder specialists, nutritionists, and local leaders in fighting eating disorder problems. The event was well attended by community members and students of the University. Among the issues discussed were warning signs and symptoms, common causes of eating disorders, dangers and consequences of dieting, and

a thorough discussion of resources available in and out of the community.

The CoE convened a Mind, Body, and Spirit series four evenings at a local bookstore. During the series participants learned fun and interesting ways to relax, de-stress, and enjoy life to the fullest. Topics covered in the series include aromatherapy, basic yoga techniques, the TRAGER approach (assisted yoga) to self-care, and creative writing as a therapy.

The CoE sponsors a program for adolescent girls, called "ON YOUR OWN." The program brings approximately 200 high school senior girls to the medical campus to hear speakers covering a wide variety of women's health topics ranging from "body image and self-esteem" to "physical exams: what you need to know and why" to "managing relationships." On Your Own was held on March 15, 2001 and six local schools participated.

The CoE worked with several community organizations to organize a series of health events for teens in March 2001 at the Neutral Zone Teen Center in Ann Arbor and at the Ann Arbor Public Schools.

In collaboration with CALL to Protect, the CoE Women's Health Resource Center began collecting used wireless phones. These phones are donated through the CALL to PROTECT program of the Wireless Foundation to victims of domestic violence. The phones offer victims instant access to help in an emergency. Since the WHRC implemented the program in February, the CoE has collected nearly 500 phones and pagers.

In addition to CoE's community health programming, the

Women's Health Resource Center has been involved in a number of health and information fairs throughout the year, including: Taste of Health – Heart Care Fair, Ypsilanti Heritage Festival, Festival and Winterfest – University of Michigan Student Activities, Community Service Learning Day – University of Michigan School of Public Health, Public Health Fair – University of Michigan School of Public Health, Grad Fair – University of Michigan Rackham Graduate School, Ann Arbor Art Fair, Women's Health Day, Pfizer community health fair, Quality Expo, and Novi Expo Center Health Fair.

The CoE staff are active participants, and play a leadership role in a coordinated community response to the issue of violence against women. The coalition consists of representatives from service agencies, such as the Domestic Violence Project, Inc./SAFEHouse, UM Sexual Assault Prevention and Awareness Center, the Assault Crisis Center, members of local and campus police departments, the prosecutor's office, local hospitals (University of Michigan Health System and St. Joseph Mercy), Detroit Edison, Interfaith Council, the Ann Arbor Public School System, and other local agencies. The Task Force has been responsible for many community developments, including a public service campaign (advertisements in movie theatres, newspapers, and a bus mural), the installation of safety phones in parking garages in downtown Ann Arbor, and a porch light campaign to light up dark streets. In addition, the Task Force has a subcommittee whose charge is to create a Sexual Assault Nurse Examiners (SANE) program in Washtenaw County. The CoE provides the leadership on implementation of this program in UMHS and completion of the SANE site.

### ◆ University of Puerto Rico

The CoE sponsored “MujerEs” is a comprehensive education program for both consumers and health professionals funded by a pharmaceutical company. The main component of the program consists of a Conference Hall on Wheels that visits the Island offering conferences in women's health, videos and densitometry tests free of charge. The program also includes a continued education symposium for physicians, and another for consumer education, a radio program for consumers at the local radio station Super Cadena, and a TV program. The TV program was hosted once a month for a year during the morning show “Tu Manana” and covered a host of topics concerning Breast Cancer including its prevention, epidemiology, diagnosis, etc. This very successful program reached more than 260,351 women in the year 2000-2001.

ATLANTEA is a University of Puerto Rico funded project that aims to establish collaborative research and educational activities between the University of Puerto Rico and the Caribbean. Activities among the University of Puerto Rico faculty from diverse Programs and Campuses and with other Universities in Puerto Rico are also sponsored. The CoE is part of the ATLANTEA Network, which provides funds on a yearly basis to the CoE's Women's Health Information Network. The network's objectives are to disseminate information on women's health in the Caribbean, encourage collaboration between resources, produce and distribute information, and promote interaction among investigators in the U.S. Virgin Island, the Dominican Republic, Cuba, the U.S. and Puerto Rico.

The CoE participated in two proposals that were submitted to the UPR Central Administration to strengthen women's health

information in Vieques. The first project was geared toward strengthening the Vieques Public Library: a collection development plan, strengthening of the telecommunication infrastructure, development of an information component in women's health and promotion and dissemination activities for the project. Secondly, the activity proposes the organization of a center to coordinate women's health related activities, provide information for Vieques women and their families, both at the individual level and through group activities, and to develop activities at Vieques Schools. The Vieques Women's Health Information Center offers information and educational activities to empower Vieques women on health prevention and promotion and early diagnosis of diseases such as breast and cervical cancer. The center has prepared a plan that identifies the priorities and health strategies to be followed, based on the main health concerns of Vieques residents and on the results of the epidemiological surveillances of the community.

The CoE is a very active member of the Puerto Rico Alliance to Promote Mammography and worked very hard to plan the "Campanas de Amore para el recuerdo" (Love Bells for Remembrance) campaign. The campaign consists of making female church members of all denominations aware of the need to have a mammogram on a selected Sunday in October, or on any other convenient day. The clergy makes an exhortation to women to promote their health, copies of the activity promotion and brochures on breast cancer promotion are provided, and bells are tolled for the occasion. The total impact of the campaign to date as reported by participating churches is estimated at 32,000 women.

◆ **Tulane University and Xavier University of Louisiana (TUXCOE)**

To achieve the empowerment of women by increasing their awareness and personal agenda in addressing their health needs, TUXCOE's Outreach Core has enlisted an extensive network of special interest groups and organizations to help cultivate a healthy community. TUXCOE presents health education to various organizations and individuals upon request. Among the organizations are schools, churches, worksites, and community centers. Professional health counseling is available to individual women who need to speak with someone on a confidential basis. Subject matter varies depending upon the needs of the requesting organization or individual. TUXCOE has designed and sponsored several health education programs geared towards a variety of audiences including senior women, Latina women, and young mothers and has a wide range of health-related issues such as breast health, heart disease, HIV, and stress management that are frequently addressed.

The outreach core introduced Healthy Tales: an innovative narrative-based health education program. This unique program was developed to meet the literacy needs of the New Orleans population. A CoE program coordinator has developed partnerships with various community organizations, including schools, the YMCA and community centers. TUXCOE is currently exploring funding opportunities. The program continues to be developed and offered in the community

TUXCOE began a collaboration with Girls First, a leadership and health education program for teenage girls. The CoE has participated by developing four workshops on good health habits, normal physical changes, self-esteem, and goals and achievements.

These programs are designed to encourage young females to take a proactive role in their health care from an early age.

The Latina Women's Health Project was originated by TUXCOE's community advisory board and is particularly focused on women's health issues in this community. TUXCOE also participates in the LACHN and the Health Coalition. Through these organizations, TUXCOE is involved in an annual community health fair for Hispanic women; it participates in the Latino caucus of the APHA meetings; it advocates on behalf of Latinos for Louisiana Child Health Plan benefits; and participates in many other community initiatives targeting the Latino community.

TUXCOE has compiled a list of women leaders in influential organizations throughout the state of Louisiana. This directory is placed on a protected web site accessible via TUXCOE's web site. Access is granted to women on the list as well as the Tulane Xavier National Center of Excellence staff. The directory serves three primary purposes: 1) Dissemination of information on women's issues gathered at the center; 2) Establishing relations between women leaders within Louisiana's governmental structure and throughout the state; and 3) Networking opportunities in various areas throughout the state.

The Cultural Competency Taskforce seeks to explore the health needs of several New Orleans' subpopulations, including African Americans, Asian Americans, Hispanics, and Arab Americans. The initial project of this taskforce is to create specialized population portfolios for each of the communities, featuring demographics, health issues and unique practices and needs of the women of these different cultures. The specialized portfolios will be used to plan and implement future health education programs that are

culturally appropriate. This information will also be used to provide clinical practitioners with tools necessary to provide culturally competent health services.

TUXCOE's Informatics team initiated development of an electronic TUXCOE Clinical Trials Participant Registry. The registry, similar in structure to that of the University of Michigan, will hold all names of women interested in clinical trials participation. Women may indicate interest either via a health information request sheet distributed at Outreach activities or via telephone. Currently, our contact database is being modified in order to more easily record and track women who want to join the participant registry.

The Xavier University Communications Department is expanding communications to include public service announcements. They have developed a show named, "The Women's Wire." The show is developed and directed by female students. The topics are directed at a female audience, and TUXCOE has helped with the content of the show as well as providing experts that can be interviewed by students for television broadcasts. Current and proposed health care topics include: breast cancer education, rape/violence issues and prevention, and other topics related to women's health.

As a central TUXCOE collaborator, the Clinical Trials Unit (CTU) of Xavier has continued to participate in community health fairs, health screenings and educational programs as part of its comprehensive outreach program. The program achieves two objectives. First, the CTU provides health screenings and information on diseases prevalent in the New Orleans area. Second, the program enhances awareness of clinical trials in traditionally underrepresented populations to encourage

participation. On Xavier's campus, the CTU partners with the University Health Service on projects that benefit the university community. During Fall 2000, the CTU participated in the University's "Wellness Week" activities and offers flu shots to the faculty and staff and "high risk" students at Xavier. Additionally, an affiliation with numerous church group health ministries has been established as an infrastructure to disseminate educational materials, conduct health screening and recruit subjects for clinical research.

#### ◆ University of Washington

The CoE conducted site visits to nine community-based clinics that provide health care to underserved and minority groups were completed by the summer of 2001. The goal was to understand the nature of the populations served, and the needs of both patients and providers with regard to women's health. These visits served as the framework for establishing comprehensive care for minority patients and demonstrate the commitment to establish ongoing efforts to partner with the surrounding communities.

International Community Health Services (ICHHS) is a community-based clinic that has a 20-year history of providing culturally and linguistically accessible services to low-income and non-English speaking Asian Pacific residents of Seattle and King County. The ICHHS uses Western medicine techniques, interwoven with Eastern approach to health, which relies heavily on nutrition and lifestyle modification. The UW Academic Medical Center (AMC) has a collaborative relationship with this and other community based clinics in the area.

The UW AMC has developed this program that coordinates primary care for immigrant and refugee families through bicultural

caseworkers. The program involves students and residents in community education and clinical care, training providers in cross-cultural communication.

The Rural Outreach Student Educator (ROSE) Project aims to develop and implement community outreach programs for underserved women that are directed by female junior faculty members. The project consists of a vertical mentoring system of an interdisciplinary team of health professionals, developing educational materials in a teach-the-teach format that are culturally sensitive and appropriate for the targeted community, providing educational forums, and evaluating community outreach educational offerings. In the future, ROSE students will incorporate a cardiovascular health component to ROSE. The ROSE Project was recently cited by AAMC at a recent site visit as an exemplary effort to reach out to underserved communities.

The CoE Advisory Council was split into two groups in 2000 to better accommodate different agendas. The two groups are now focused on campus issues and community issues. The chair for the Campus Advisory Council is a CoE affiliate, the Professor and Chief of Gastroenterology. The chair for the Community Advisory Council is the Region X Coordinator for the Office on Women's Health.

#### ◆ University of Wisconsin

The WI CoE has an advisory committee that is very diverse - ethnically, professionally, and academically. Members are invited to attend the CoE's monthly administrative meeting, and stay connected through our Center newsletter, which is published three times per year. Our advisory committee members include various faculty, staff and students at the UW, local leaders of other



foundations, civic groups, and organizations, and health care providers from around the state. We meet once a year for updates, long range planning efforts, advice, and networking.

The CoE has been very active in both sponsoring and co-sponsoring a variety of events for the community. It has been especially involved in organizing the Annual Elizabeth Karlin's Women's Health Conference. The main topic was Health in Communities of Color (2000) and Women's Health and Public Policy the year after (2001). This year, 2002, the topic will be "Mammography: evidence, politics and practice."

The CoE has worked closely with minority groups to improve current health care access and instill healthy behavior in all generations. Currently the Witness Project, a community based women's health education program for African American women, is housed in the CoE, and is an integral part of our outreach efforts. The Witness Project Director also serves on the WI Coalition against Domestic Violence African American Planning Committee, and the board of directors of the Allied Drive Neighborhood Center. She also participates on the Safe Kid Coalition, and is a part of the Wisconsin Breast Health Network, and the Parish Nurse Network.

Meeting with community leaders and different organizations has continued to improve lesbian health needs and outreach plans. The CoE co-sponsored a training session this past year for health care providers entitled "Removing the Barriers: Providing Culturally Competent Care to Lesbians and Women who Partner with Women." This was a well attended event also co-sponsored by the Dane County Lesbian Health Task Force, the Wisconsin Well Woman Program at the WI DHFS, and was facilitated by the

Mautner Project.

The CoE Center Director met with community leaders, connected with Disabled Women's Project and with the director of UW-Madison McBurney Resource Center for people with disabilities on campus. Through this collaboration, the new Meriter Midlife Clinic has two exam tables specifically for women with disabilities and the UW-WHC recently purchased a similar table.



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